



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Services
3299 K Street NW
Suite 200
Washington, DC 20007

Contract # 336335

Schedule Dates 10/11/12-10/23/12
Advertiser Pol/E Vogel/R/SSN/PA (17034)
Agency/T-Code Strategic Media Services (1349)/958114894
Product Political - State Candidate (1071)
Brand POL/E VOGEL/R/SEN/PA (139378)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name /
Phone/Fax /
CPE 2884
Account Types National/Political
Billing Type Standard
Comments ELDER VOGEL 10/10

Date Entered 10/10/12
Last Modified 10/19/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06368307
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,448.75
Net Total \$30,876.25
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Spots 45
Rate \$36,325.00
Grand Total: 45 \$36,325.00

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/11/12-10/12/12	4	:30	5:59A - Channel 11 News 6am						1	2		3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/1	10/10/12
2.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	5:59A - Channel 11 News 6am		1	1	1	1	1			5	\$800.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 6-7A/2	10/10/12
3.0	Normal Line / Spot	10/22/12-10/23/12	4	:30	5:59A - Channel 11 News 6am		1	1						2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 6-7A/3	10/10/12
4.0	Normal Line / Spot	10/11/12-10/12/12	4	:30	7A - 8A (EST)						1	1		2	\$625.00	\$1,250.00	Pittsburgh (WPXI)	TODAY 7-8A/4	10/10/12
5.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	7A - 8A (EST)		2	X	X	X	X	X		2	\$625.00	\$1,250.00	Pittsburgh (WPXI)	TODAY 7-8A/5	10/10/12
6.0	Normal Line / Spot	10/22/12-10/23/12	4	:30	7A - 8A (EST)		1	X	X					1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY 7-8A/6	10/10/12
7.0	Normal Line / Spot	10/13/12-10/20/12	5	:30	8A - 10:30A (EST)							1		2	\$275.00	\$550.00	Pittsburgh (WPXI)	NEWS 8-1030A/7	10/10/12
8.0	Normal Line / Spot	10/14/12-10/21/12	5	:30	8A - 10A (EST)								1	2	\$275.00	\$550.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/8	10/10/12
9.0	Normal Line / Spot	10/11/12-10/12/12	5	:30	5:58P - Channel 11 News At 6pm M-F						1	2		3	\$775.00	\$2,325.00	Pittsburgh (WPXI)	NEWS 6-630P/9	10/10/12
10.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	5:58P - Channel 11 News At 6pm M-F		1	1	1	1	1			5	\$775.00	\$3,875.00	Pittsburgh (WPXI)	NEWS 6-630P/10	10/10/12
11.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	5:58P - Channel 11 News At 6pm M-F		1	X	X					1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/10/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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CO-OP Yes
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12.0	Normal Line / Preempt	10/13/12-10/13/12	4	:30	6P-6:30P (EST)							1		1	\$625.00		Pittsburgh (WPXI)	NA SAT NEWS 6-630P/12	10/10/12
12.0.1	Closed Preempt	10/13/12															Pittsburgh (WPXI)	No Avail/Exception -	
13.0	Normal Line / Spot	10/14/12-10/14/12	4	:30	6P- CHANNEL 11 NEWS								1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-630P/13	10/10/12
14.0	Normal Line / Spot	10/11/12-10/12/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P					1	2			3	\$1,350.00	\$4,050.00	Pittsburgh (WPXI)	LATE NEWS/14	10/10/12
15.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P		4	X	X	X	X			4	\$1,350.00	\$5,400.00	Pittsburgh (WPXI)	LATE NEWS/15	10/10/12
16.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P		1	X	X					1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/16	10/10/12
17.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	NEWS FLW FB 1130-1235A/17	10/10/12
18.0	Normal Line / Sports- Local Pro	10/21/12-10/21/12	5	:30	6P- Black & Gold Countdown to Kickoff								1	1	\$1,500.00	\$1,500.00	Pittsburgh (WPXI)	BLK&GOLD 6-7P/18	10/10/12
19.0	Normal Line / Preempt	10/21/12-10/21/12	4	:30	6P- 7P (EST)								1		\$675.00		Pittsburgh (WPXI)	NA NEWS 6-7P DUE TO RATE/13	10/10/12
19.0.1	Closed Preempt	10/21/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
20.0	Normal Line / Preempt	10/21/12-10/21/12	5	:30	11:35P- 12:05A (EST)								1		\$1,700.00		Pittsburgh (WPXI)	NA NEWS FLW FB DUE TO RATE/17	10/10/12

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Product	Political - State Candidate (1071)	CO-OP	Yes
Brand	POL/E VOGEL/R/SEN/PA (139378)	Headline #	06368307
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Normal
Sales Office	Telerep/Washington DC	Package Deal	
Buyer Name	/	Commission %	15.00
Phone/Fax		Commission	\$5,448.75
CPE	2884	Net Total	\$30,876.25
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	ELDER VOGEL 10/10		

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
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20.0.1	Closed Preempt	10/21/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
21.0	M/G For 19.0.1 / Spot	10/20/12-10/20/12	4	:30	7P- Jerome Bettis 7-730P							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	BETTIS 7-730P/19	10/15/12
22.0	Normal Line / Spot	10/22/12-10/23/12	4	:30	4:58A- Channel 11 News 5am		1	X	X					1	\$400.00	\$400.00	Pittsburgh (WPXI)	NEWS 5A-530A/20	10/19/12
23.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	4A- Early Today									1	\$100.00	\$100.00	Pittsburgh (WPXI)	EARLY 4A-430A/21	10/19/12
24.0	Normal Line / Spot	10/22/12-10/23/12	4	:30	4:28A- Channel 11 News 430A		1	X	X					1	\$175.00	\$175.00	Pittsburgh (WPXI)	NEWS 430A-5A/22	10/19/12
25.0	Normal Line / Spot	10/22/12-10/23/12	4	:30	5:29A- Channel 11 News 530am		3	X	X					2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 530A-6A/23	10/19/12
25.0.1	Preempt	10/23/12															Pittsburgh (WPXI)	(Manager's) Pre-empt/Spot -st	

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